



Cover Sheet for Request for Proposal
RFP #030097 – Economic Impact Study

If you are submitting a Response to this Request for
Proposal (RFP), please

1. Appropriately Label your documents in a sealed envelope or box;
and
2. Deliver the sealed documents to the Office of the City Clerk;
and
3. Be certain that your submittal is date and time stamped by the office of the City Clerk.

Courier Delivery Address
1 East First Street, 2nd Floor Reno, NV 89505

CITY OF RENO

P.O. Box 1900
Reno, NV 89505
(775) 334-2080
(775) 334-2409 fax
taylorm@reno.gov

Date: May 28, 2013
Request for Proposal No.030097

THIS IS NOT AN ORDER

INVITATION AND ADVERTISED REQUEST FOR PROPOSAL

Sealed proposals in response to this RFP will be received until 3:00 pm at the Office of the City Clerk, City Hall, 1 East First St., Reno, NV 89501 on June 6, 2013.

The City of Reno is currently accepting sealed proposals in response to the RFP for an Economic Impact Study. It is the services described in the Scope of Work for the City of Reno.

This solicitation is made in compliance with Nevada Revised Statute 332. Any appeal and or Protest shall be in conformance with 332.068 and the protest requirements stated in this RFP

Technical questions and other assistance regarding this solicitation must be directed to the City's Contact Person, Matthew Taylor, Senior Management Analyst, at (775) 334-3104 or via email to taylorm@reno.gov.

Per the attached Terms, Conditions, and Requirements

Firm Name _____

Address _____

City _____

State _____ Zip _____

Telephone _____

Fax _____

E-Mail _____

In compliance with this Request for Proposal and subject to all Terms and Conditions thereof, the undersigned offers and agrees, if the proposal is accepted, to furnish any or all of the items or services listed herein at the fees and terms stated. I also acknowledge receipt of 22 pages of this Request for Proposal.

Signature _____

Print Name _____

Print Title _____

SUBMIT ONE (1) ORIGINAL AND THREE (3) COPIES OF SUBMISSION

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REQUEST FOR PROPOSAL PROCESS AND RULES

1. Request for Proposal Schedule

Schedule of Events	Date
RFP Released	5/28/13
Last Day to submit Questions	5/30/13
All Addendums to be posted to reno.gov by	5/31/13
Sealed Proposals Due to City of Reno	6/6/13
Proposed Award Date	6/26/13
Implementation	7/1/13

The City of Reno reserves the right to modify this schedule at The City's discretion. Notification of changes in the Request for Proposal, due date, and deadline for questions will be posted on the City website at www.reno.gov or as otherwise stated herein. Changes in any other anticipated dates will not be released unless deemed necessary at the sole discretion of the City.

Description of Scheduled Events

Deadline For Questions – The deadline for any questions concerning the Request for Proposal is May 30, 2013 at 3:00 pm local time (Reno). Any questions submitted after the deadline will not be responded to.

All Addendums to be posted by – All addendums to the Request for Proposal shall be posted to the City's website at www.reno.gov no later than 5:00 p.m. local time (Reno) on May 31, 2013. All proposals submitted for this Request for Proposal **must** have all addendums attached and acknowledged. Any proposal that does not include the addendums will be rejected.

Sealed proposal due to City – The due date for the sealed Request for Proposal response is June 6, 2013 at 3:00 p.m. local time (Reno). All proposals received after the date and time set for receipt shall be disqualified from consideration and thus deemed rejected. The City will not consider or be responsible for errant delivery or late performance by courier service.

2. Questions/ Clarifications

Questions regarding the Request for Proposal shall be directed to the Finance Department via e-mail at taylorm@reno.gov in writing. Questions should be submitted in accordance with the Request for Proposal Schedule. If any questions or responses require revision to

this solicitation as originally published, such revisions will be by formal addendum only. If the solicitation includes a contact person for technical information, any oral or written representations made by this or any person shall not be relied upon unless subsequently ratified by a written addendum to this solicitation issued by the City. To determine whether any representations made require an amendment be issued, please contact Matthew Taylor, Senior Management Analyst, at (775) 334-3104.

3. Addendums

All addendums to this Request for Proposal shall be issued by the City of Reno in writing. Material changes affecting the material or the Proposer's cost estimate shall have no standing with the City of Reno if not sanctioned by written addendum.

4. Exceptions

A Proposer who believes RFP scope for services is unnecessarily restrictive or limit competition may submit such, on the Exceptions page of this RFP document. All Exceptions will be considered in the RFP evaluation.

The City of Reno will promptly respond in writing to each written objection and where appropriate, issue all revisions, substitutions, or clarifications via addenda. Objections of technical or contractual requirements shall include the reason for the objections, supported by documented factual information, and any proposed changes to the requirements.

5. Request for Proposal Receipt and Opening Time

It is mandatory the RFP is **signed by a duly authorized representative of the firm**, time stamped and received at City of Reno City Clerk's Office no later than 3:00 pm, June 6, 2013.

Late proposals shall be disqualified from consideration.

Sealed proposals shall be opened at City of Reno City Clerk's Office at 3:05 pm, on June 6, 2013.

6. Preparation of RFP

Proposer shall examine all scope for services, specific instructions, and terms and conditions of the Request for Proposal. Failure to do so will be at Proposer's risk.

Any addenda issued shall forthwith become an integral part of the RFP. Proposer shall be required to acknowledge receipt of the same by signing and returning the addenda with the original RFP document.

Proposer shall furnish the required information typed or written in ink.

The person signing the RFP must initial erasures or other changes in ink.

In the space provided, a duly authorized representative of the proposing firm shall sign the RFP document.

The scope for services contained herein shall be considered “optimum”. However, a Proposer deviating from the scope for services must specify in the exception section any and all exceptions. Failure to note exceptions shall be interpreted to convey that the Proposer shall propose to perform in the manner described and/or specified in this RFP solicitation. Alternate proposals shall be considered provided said alternate (s) are fully described and accompanied by brochures literature, scope of services or a combination thereof. The City’s decision with respect to equivalents shall be final.

7. Submission of Request for Proposal

Proposer shall sign and return the ENTIRE RFP DOCUMENT.

RFPs and addenda thereto shall be enclosed in a sealed envelope addressed to the City of Reno, City Clerks Office, P.O. Box 1900, Reno, NV 89505. Proposals must be identified as **Economic Impact Study, RFP #030097. Proposers are cautioned that the City postal pickup is one time per day at approximately 7:15 am. Proposals that are not in the Postal Box for pickup on the due date shall be considered late.**

In order for a proposal to be considered, it shall be mandatory that it be received and time-stamped at City of Reno, City Clerk’s Office no later than the receiving time specified in the RFP document.

The City of Reno shall not be responsible for the premature opening of a proposal, which is not properly addressed or identified.

A proposal submitted by electronic telephone, telegraphic notice, or facsimile will not be accepted.

The City of Reno shall provide a copy of the results to those Proposers requesting such, provided that a stamped, self-addressed envelope is included with the Proposer’s response.

8. Late Proposals

A proposal received after the receiving time specified shall be rejected and marked “LATE PROPOSAL – DO NOT OPEN.”

PROPOSERS NOTE THAT THE RECEIVING TIME IS DIFFERENT FROM THE OPENING TIME.

9. Withdrawal of Proposal

A proposal may be withdrawn by written or telegraphic notice, provided such a notice is received prior to the date and time set for the opening.

A request for withdrawal of proposal received after the scheduled opening will not be considered.

10. Scope for services

Please see the Scope and Requirements on Attachment 1.

11. Exceptions to Scope for services

Utilizing space provided on the RFP Schedule. Proposers shall note any and all exceptions to the scope for services and/or terms and conditions contained herein.

Failure to note exceptions on the RFP Schedule shall be interpreted that the Proposer will perform in the manner described and /or specified in this Request for Proposal.

The City of Reno reserves the right to accept or reject any and all alternatives offered, based solely on the value of said alternatives or exceptions to the City of Reno

12. References

Proposers shall provide verifiable references for **Economic Impact Study, RFP #030097** as specified in this Request for Proposal.

On the references listed please give the following information:

Name of entity

Name, phone number and contact person within the above listed organization

Type of product/service provided

Failure to provide references may result in rejection of the Proposer's response

13. Tax Exemption

The City of Reno is exempt from Nevada State Sales Tax by act of the Nevada State Legislature, NRS 372.325, which exempts all local governments within the State of Nevada. The City of Reno is also exempt from Federal Excise Tax.

14. Fees

In the space provided on the RFP Schedule, Proposers shall provide the fees for **Economic Impact Study, RFP #030097**.

Pricing shall be inclusive of ALL COSTS such as per diem, travel time, hotel costs and all other expenses relating to the products/service purchased.

Prices shall be exclusive of all Federal and State of Nevada sales, use and/or excise taxes.

15. Payment Terms

The City of Reno normal payment terms are "Net 30 days". If the Proposer wishes to take exception with the terms as stated, an exception must be stated in the Exception Section of the Request for Proposal.

16. Billing

The successful Proposer shall invoice the City of Reno and reflect the assigned account number, be itemized and show the name of the authorized individual who placed the invoice. Original or copy with authorized signature is required.

All original billings should be addressed to:

City of Reno
P.O. Box 1900
Reno, NV 89505
Attention: Accounts Payable

A copy of the billing should also be sent to:

17. RFP Evaluation

Proposals shall be evaluated with considerations being fees, responses to questions posed within the RFP document related to process, references and on the basis of conformance to scope for services, terms and conditions of the Request for Proposal as stated herein.

18. Cancellation

The City of Reno reserves the right to cancel a resultant Agreement upon thirty (30) days written notice.

Cancellation may occur in the event the type, quality and/or work is unsatisfactory to the City of Reno.

19. Termination

The resultant contract may also be terminated upon thirty (30) days written notice by the City of Reno without cause.

20. Assignment

No Assignment of any agreement resulting from the award of this RFP shall be allowed, including the right to receive payment, without the express written permission of the City of Reno.

This Section Left Intentionally Blank

REFERENCES

In the space provided below, Proposers shall provide the name, address, telephone number and contact person of the customers for whom they have performed for as described in this Request for Proposal.

Name, Address, Phone #, Contact Person

1.

2.

Business License Number, Effective dates and Jurisdiction _____

Minority Status: Has this firm been certified as a minority, women-owned or disadvantaged business enterprise by any governmental agency? ____Yes ____No if yes, please specify government agency: _____

Date of certification: _____

The above is for information only. The City of Reno encourages minority business participation; however, no preference shall be given.

Notice to disabled persons: The City of Reno will make reasonable accommodations for disabled persons who wish to submit bid proposals RFPs or attend a bid opening by contacting Matthew Taylor prior to the bid opening date.

Debarment and/or Suspension: As required by Executive Order 125.49, Debarment & Suspension, and implemented at 34CFR Part 85, the Proposer certifies that it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from transactions with any Federal Department or Agency.

Printed Name & Position

Signature

GENERAL TERMS AND CONDITIONS

1. Notice of Rights

- The City of Reno reserves the right to reject any or all proposals or any part thereof.
- The City of Reno reserves the right to waive any minor informalities or irregularities.
- The City of Reno reserves the right to require such surety as may be deemed necessary for the protection of the City of Reno, or to ensure the satisfactory performance of a contractor in accordance with the scope for services and RFP documents.
- The City of Reno reserves the right to withhold award for a period of ninety (90) days from the date of opening.
- The City of Reno reserves the right to award in whole or in part, by item, group of items, or by section where such action would serve the City's best interest.
- The City of Reno is a tax exempt public entity and is not subject to federal excise, state, or local taxes. No additional taxes may be added or "passed through".

2. Submittal of Proposals

- Proposals must be submitted in accordance with any document attached hereto and made an integral part hereof.
- Proposers are expected to examine these documents carefully. Failure to do so will be at the Proposer's risk.
- Proposal should be proofread carefully for any errors.
- Any irregularities or lack of clarity in any of the RFP documents attached hereto should be brought to the attention of the City's contact person named herein as soon as possible so that corrective addenda may be furnished to all Proposers.
- Alterations/erasures must be crossed out and the corrections thereof printed in ink or typewritten adjacent thereto. Corrections must be initialed in ink by each person signing the RFP.
- In the case of a difference between written words and figures, the amount stated in written words shall govern.

All additions, deletions or exceptions are to be listed on the page marked as such. If there are none, print "NONE" and return the page with the submitted RFP. Failure to return or sign the exception page will be presumed as no exceptions are being taken and all terms, conditions, and scope for services are being met. **Any fee information being offered MUST either be submitted on the RFP response.**

Proposers shall note that alterations in the RFP language shall be cause for rejection. If exceptions are taken or alternatives offered, complete descriptions must be shown separately.

Proposers are instructed to use City RFP forms and complete the requested information fully, i.e., fees, RFP schedules, specification descriptions, exceptions, disclosure of principals, etc. Failure to do so may be cause for rejection of the proposal. If additional space is needed, attach additional sheets referencing the appropriate section.

3. Award of Contract

- A. In awarding the contract, in addition to fees for the service, the City may consider the following:
 - a. The ability, capacity and skill of the Proposer to perform the contract or provide the service required;
 - b. Whether the Proposer can perform the contract or provide the service promptly, and within the time specified without delay or interference;
 - c. The character, integrity, reputation, judgment, experience and efficiency of the Proposer;
 - d. The quality of performance on previous contract;
 - e. The previous compliance of laws by the Proposer;
 - f. The financial responsibility of the Proposer to perform the contract or provide the service;
 - g. The limitations of any license the Proposer may be required to possess;
 - h. The quality, availability, and adaptability of the service;
 - i. The ability of the Proposer to provide future service;
 - j. The number and scope of conditions attached to the RFP; and
 - k. Any other basis as allowed by law.
- B. The Finance Department will notify all unsuccessful Proposers of the proposing results.
- C. The resultant contract may not be assigned, transferred or delegated, along with any rights, obligations or duties without prior written consent of the City of Reno.
- D. The resultant agreement may be extended at the discretion of the City if determined to be in the best interest of the using agency.
- E. Performance standards shall be construed that Proposer shall be responsible for exercising the degree of skill and care customarily required by accepted professional practices and procedures to perform the contract subject to the City's final approval.

4. Funding Out Clause

In the event the City of Reno fails to obligate requisite funds for the ensuing fiscal year(s) for payment of amounts due against an agreement resulting from this Request for Proposal, necessitating cancellation of the Agreement, the successful Proposer(s) shall agree to hold the City of Reno free from any charge or penalty.

5. Default of Contract

- A. In case of default by the contractor (successful Proposer), the City may procure the product(s) or service from other sources and hold the contractor responsible for any excess cost occasioned thereby.

6. Protest/Appeal by Unsuccessful Proposer

- A. Proposer may appeal a pending award prior to action by the Reno City Council as

established in NRS 332.068.

- B. Proposer must submit a written appeal in accordance with the requirements set forth herein to the City's contact person named herein within five business days from the date of the letter notifying of intent to award the contract associated with this RFP.
- C. The protester/appellant must post a bond with the written appeal with good and solvent surety authorized to do business in the State of Nevada in an amount equal to 25% of the value of the contract with the Finance Department in order to have their appeal heard by the City Council. Any and all bonds are subject to the approval of the Reno City Attorney. In the event the appeal is not upheld by the City Council, a claim may be made against the bond in an amount equal to the expenses incurred and other monetary losses suffered by the City because of the unsuccessful appeal/protest.
- D. The route of appeal is the Assistant Finance Director, Finance Director and City Manager, or designee, and must be followed sequentially.
- E. No protests will be heard by the Reno City Council unless the Proposer has followed the appeal process.
- F. Claims against Protest Bonds:

The City shall not make a claim upon any protest bond or other security unless and until the basis of that claim is considered and approved by the City Council. The City may:

1. Claim its regular staff time and costs in processing, considering and/or defending against an award protest.
2. Claim any necessary extraordinary staff overtime incurred in processing, considering and/or defending against an award protest.
3. Claim the City Attorney's time and costs in processing, considering and/or defending against an award protest.
4. Claim any resulting fees and costs incurred to any independent contractors, consultants or contracted attorneys utilized in processing, considering and/or defending against an award protest.
5. Claim any lost expenditure savings, lost revenue and other consequential financial damages resulting from the protest's automatic stay of the award of a contract to a selected solicitation response.
6. Claim any lost gifts, lost grants or other lost government or private financial participation resulting from any delay caused by the protest's automatic stay of the award of a contract to a selected solicitation response.

G. Protest Bond Risk Inquiry—Procedure.

As soon as possible after an award protester has posted a protest bond or other security, the soliciting City department or agency shall provide a written non-binding estimate of the basis of potential claims unique to the circumstances of the contract award(s) stayed by the protest, without disclosing any information in the response that must remain confidential until an award decision is final. From this estimate, the protester shall be responsible for calculating the risk(s) of proceeding with a protest to

a final decision by the City Council. A protester may withdraw a protest in writing at any time prior to a decision of the City Council, but any withdrawal more than seven (7) calendar days after the issue date of the City's estimate of the basis of potential claims shall, upon City Council's approval of the claims, be subject to claims against the bond or other security of the withdrawing protestor prior to its return to the protester. At a minimum the estimate of the basis of potential claims shall include:

1. If relevant, the date the current contract expires.
2. If relevant, the rate per year paid (or revenue earned) on the current expiring contract.
3. If relevant, the cost per year to complete the solicitation's anticipated work with City staff, equipment and materials.
4. The date the stayed contract award would have begun in the absence of the protest and its anticipated term.
5. The estimated rate per year to be paid (or revenue earned) on the stayed contract award.
6. The rate per hour to be paid to any relevant independent contractors, consultants or contracted attorneys as a result of the protest.
7. An estimate of any anticipated staff time and costs in processing, considering and/or defending against the protest.
8. An estimate of necessary extraordinary employee overtime salary in processing, considering and/or defending against the protest.
9. The rate per hour for City Attorney services and any estimated costs in processing, considering and/or defending against the protest.
10. Disclosure of the amounts of any gifts, grants or other government or private financial participation that might be lost due to the protest.
11. Disclosure of any known seasonal, labor, equipment or materials costs that are materially time-sensitive and might result in financial damages to the City due to the protest.
12. Disclosure of any other anticipated consequential financial damages

7. Insurance Requirements

Successful Proposer(s) shall procure and maintain Comprehensive or Commercial General Liability Insurance (occurrence form) from a carrier licensed to do business in the State of Nevada with a Best rating of A.VII or above. MINIMUM acceptable policy limits shall be in an amount of not less than one million dollars (\$1,000,000.00), combined, single limit, occurrence based policy, in a form satisfactory to the City. A certificate of insurance evidencing said coverage shall be supplied by successful Proposer upon request, naming the City as an Additional Insured under the liability policy. The liability policy shall contain a provision that such policy shall not be cancelled until thirty (30) days prior written notice of cancellation has been received by the City.

Successful Proposer(s) shall, upon request, deliver to City of Reno evidence of worker's compensation as required by the State of Nevada.

EXCEPTIONS

Does the Proposer take exception to any of the terms or conditions of this Request for Proposal and attachment thereto, or scope for services? ____ Yes ____ No If yes, please indicate the specific nature of the exception or clarification, in the space provided below. Attach additional sheet(s) if necessary.

[illegible]

Firm Name _____

Address _____

City _____

State _____ Zip _____

Telephone _____

Fax _____

E-Mail _____

Proposers Federal Tax ID # _____

(May be requested at a later date)

In compliance with this "Request for Proposal" and subject to all Terms and Conditions thereof, the undersigned offers and agrees to accept the terms.

Signature _____

Print Name _____

Print Title _____

If further space is required, please attach additional sheets

DISCLOSURE OF PRINCIPALS

Please print or type

_____ Company Name	_____ Telephone Number with area code
_____ Street Address	_____ Facsimile Number with area code
_____ City, State and Zip Code	_____ Federal Tax Identification Number

Names of Officers or Owners of Concern, Partnership, Etc

_____ Name	_____ Official Capacity
_____ Street Address	_____ City, State and Zip Code
_____ Name	_____ Official Capacity
_____ Street Address	_____ City, State and Zip Code
_____ Name	_____ Official Capacity
_____ Street Address	_____ City, State and Zip Code
_____ Name	_____ Official Capacity
_____ Street Address	_____ City, State and Zip Code
_____ Name	_____ Official Capacity
_____ Street Address	_____ City, State and Zip Code

I/ we hereby certify the Instructions and Terms and Conditions have been read and agree to:
(Print)

Address

Phone

Fax

Representative

Print Name

Signature

Vendor acknowledges _____ pages of this RFP. Date _____

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ATTACHMENT 1

SCOPE OF SERVICES AND REQUIREMENTS

With adoption of the 2013/14 City Council Priorities, the City of Reno is affirming its efforts to support high-profile, high-economic-impact special events. Many of these events take place outdoors and/or in multiple venues in the Downtown. Many seek financial and/or staff support from the City. Most have some economic impact to the community. Examples of recent high-profile events include Reno ArtTown (2012), Hot August Nights (2012), Street Vibrations Fall Rally (2012), National Championship Reno Air Races (2012) and the Santa Claus under the Reno Arch (2012).

The City of Reno is interested in sponsoring the development of a tool that could be used by multiple parties to identify the economic impact of special events in a consistent, systematic manner. The tool should estimate the community-wide economic impact (direct as well as indirect/induced) as well as the direct impact on city government revenues. To the extent possible, we want the core tool to be able to be used to anticipate and measure the economic impact of:

- Outdoor special events and festivals
- Progressive Alcohol Crawls (also known as Pub Crawls)

This Request for Proposals is designed to solicit input on the viability of the proposed tool from interested service providers.

At the same time, we are also requesting information from interested providers about approaches to documenting the economic impact of one specific event, the Santa Claus under the Reno Arch.

The two key parameters for the Scope of Work are as follows:

1. Economic Impact Tool (“Tool”):
 - The Tool is envisioned to be a spreadsheet-based mechanism that could be used via the Internet by the City and its partners in different locations. The Tool should be easy and intuitive to use.
 - The Tool must estimate overall community economic impact, as well as the revenue impact to the City of Reno.
 - It is envisioned that the Tool would include a base economic impact model with modification options based on key parameters of specific events that are identified as important by the consultant and the City. Examples of key parameters could include a) whether food service is provided by on-site permitted vendors vs. off-site area restaurants, b) whether the event producer operates locally or remotely, or c) whether the event is held both indoors and outdoors, in a single facility, or in multiple facilities (e.g., on public as well as private property).

- The Tool must include recommended multipliers for calculating indirect and measures that may give rise to economic impacts, along with the rationale for their selection.
- The consultant should provide specific recommendations, based on local context as well as national best practices, for collecting real or proxy data (e.g., spending by visitors, hotel room nights booked) needed to use the Tool effectively and consistently over time. If survey data are recommended, specific direction regarding methods, frequency, and cost parameters for implementing the survey should be included.
- The consultant should specifically calculate the impact the event will have on the City's Consolidated Tax revenues.
- Special consideration will be given to Tools that have the broadest applicable impact to a variety of events as well as venues.
- The Tool should be capable of being used prospectively to anticipate the economic impact of an event, as well as retrospectively to estimate the actual impact once the event has occurred.
- The Tool should avoid over-stating true economic impact, both direct and indirect. The City recognizes that economic impact is but one important benefit that any individual event brings to a community. Other benefits include profile-raising, community-building, and driving future visits and revenue potential. These intangible benefits should not be added to the Tool box.
- It would be desirable for the Tool to include a recommended option for measuring the value of national/international city promotion associated with the event (e.g. TV coverage, advertising spots, etc).

2. Economic Impact analysis of the special event "Santa Claus under the Reno Arch"

The City would like to know:

- The community-wide economic impact and the direct financial impact to the City from the special event "Santa Claus under the Reno Arch" in 2013.
- A method for measuring the economic impact of similar progressive alcohol crawls in future years.

Proposers should develop an approach for answering these two questions, clarifying if either question can be answered by locals using the Economic Impact Tool developed above, or whether a unique approach is required.

If a unique approach is required, please outline the scope of this approach.

Basis of Selection

1. Evaluation of Proposals

The evaluation committee will be comprised of representatives from the City.

- a. The evaluation of Proposals and the determination as to the quality of services offered shall be the responsibility of the City and will be based on information furnished by the proposers in their responding proposal, as well as other information reasonably available.
- b. Proposers are requested to be as complete as possible in their responses. The City reserves the right to:
 - i. Contact any proposer to clarify any response;
 - ii. Contact any of the proposer's references;
 - iii. Solicit information from any available source concerning any aspect of the proposal; and
 - iv. Seek and review any other information deemed pertinent to the evaluation process.
- c. Upon contract award, results of the evaluations will be available to all proposers.

2. Evaluation Criteria

- a. In accordance with NRS 332, proposals will be consistently evaluated and scored on the criteria identified below. The evaluation criteria may not be listed in order of priority. The objective of this RFP is to ensure the selection of services is adequate in all respects. Proposal will be evaluated on a weighted average of all evaluation criteria.
- b. Proposers Company/Organization
 - i. Proposers will be evaluated on organizational stability, dependability, and geographic location, length of time in business, corporation and professional demeanor.
- c. Proposer's Staff Competency
 - i. Staff resumes submitted that demonstrate knowledge, skills and abilities that reflect the capability to fulfill requirements of their project will be utilized. Education and experience of each staff member appropriate to this project should be detailed.
 - ii. Knowledge of Reno's special events is desired.

d. Proposer's Past Performance of Comparable Work

- i. Past performance of comparable work completed for public entities or private business;
- ii. Length of time and experience the proposer and proposed staff have performed such work; and
- iii. Particular attention will be paid to Proposers with broad experience that can inform this project, and experience with similar projects.

e. Proposer's Project Plan

- i. Proposers should describe their work plan for developing the deliverables. This should include sequence of steps to complete the project, a timetable, proposed budget, a staffing plan and any other relevant information germane to the City's assessment of whether the Proposer has a work plan that is well organized and achievable within the desired scope, time and budget guidelines.
- ii. All proposals must include a Proposal Cover Page and a Proposal Summary Form. Please see Appendix for these forms.

f. References

- i. The quality and similarity of the reference in addition to the information provided from references will be considered in the evaluation.

g. Budget and timetable

- i. The budget will be evaluated in line with the services being proposed pursuant to the RFP.
- ii. We are requesting proposer's budgets distinguish the cost associated with the delivery of Economic Impact Tool from the economic impact analysis of the special event "Santa Claus under the Reno Arch". The final report and set of deliverables should be ready for full distribution no later than October 31, 2014.

h. Deliverables

Consistent with the above components, the expected deliverables for the project are:

- i. The Economic Impact Tool, complete with multipliers, in a compatible format for use by the City.

- A concise manual on the how to use the Tool, the assumptions underlying the Tool, recommendations for data use and collection, and the limitations of the Tool. Consultant may wish to recommend when further analysis of a particular event is necessary.
 - Two presentations on the use of the Tool: one for City staff and one for the Special Events Subcommittee of the Reno City Council, this meeting could be coordinated for the same day.
 - A 6-month and 12-month ‘check in’ meeting (via teleconference or in person) with Tool users to troubleshoot any concerns and make any needed modifications.
- ii. Economic Impact of special event “Santa Claus under the Reno Arch”
- An assessment of the economic impact of 2013 “Santa Claus under the Reno Arch” to the community (revenue only) and on City government (revenue and cost only). The region of the impact should only be Washoe County, NV.
 - A Tool or methodology that can be used by locals to track the annual economic impact of “Santa Claus under the Reno Arch” and similar progressive alcohol crawls in future years.

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Appendix

PROPOSAL SUMMARY FORM (Page 1 of 2)

Agency Name:	
Address:	
Agency Telephone # :	Agency Fax # :
Contact Person:	Contact Phone # :
Contact Fax # :	Contact E-mail:
Proposed Service #1: Economic Impact Tool	
Estimated Costs of Proposed Service #1:	
Proposed Service #2: "Santa Claus under the Reno Arch 2013"	
Estimated Cost of Proposed Service #2:	
Estimated Cost of TOTAL Project:	
Type of Organization:	
<input type="checkbox"/> Governmental Organization/Specify:_____	
<input type="checkbox"/> Community Based Organization	
<input type="checkbox"/> Labor Organization	
<input type="checkbox"/> Business & Trade Association	
<input type="checkbox"/> Educational Entity/Specify:_____	
<input type="checkbox"/> Private, For-Profit Business	
<input type="checkbox"/> Private, Non-Profit Organization	
<input type="checkbox"/> Public Agency	